

# WAQAS AHMAD BHATTI

## Game Developer

+923030547864 @ waqas.stu@gmail.com linkedin.com/in/waqas993/ github.com/waqas993  
Islamabad, Pakistan udey.com/user/waqasahmadbhatti/



## PROJECTS

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### Pack & Match 3D

03/2023 - Present

<https://apps.apple.com/us/app/pack-match-3d/id6450538264>

Developing new features and providing live ops support.

- Increased in app revenue by 80% by providing game designers the feasibility of carrying out A/B tests of several features
- Increased D1 to 32% and D7 to 20% by developing box tower meta and weekly contests such as shopping run
- Implemented localization for the project consisting of 12+ languages

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### Linea: an innerlight game

01/2022 - 02/2023

<https://apps.apple.com/us/app/linea-an-innerlight-game/id1640475275>

Developed features and provided live ops.

- Improved level design efficiency, resulting in a time saving of 50%- by implementing an in-editor level generator
- Increased player engagement by 25% by implementing an infinite mode feature

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### Energy: Luna Playable Ads

12/2021

Developed interactive mobile ads on Luna Playable

- Developed interactive, HTML5 playable ad campaigns for the marketing team using Luna Playable Ads for Unity
- Optimized for 1MB size with square-dimension textures and advanced compression techniques to ensure faster loading times
- Developed three distinct campaigns from scratch
- Collaborated with the marketing team to implement ads for A/B testing, enabling data-driven user acquisition (UA) strategies

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### Energy: Anti-Stress Loops

09/2021 - 11/2021

<https://play.google.com/store/apps/details?id=com.infinitygames.loopenergy>

Ported the actual energy: anti stress loops for google Wear OS

- Optimized the level generation algorithm for small-screen devices
- Redesigned the user interface (UI) for Wear OS, enhancing usability on smaller watch displays
- Ported the controller to provide a seamless user experience, balancing sensitivity and responsiveness for Wear OS dials
- Developed modular system to dynamically switch between Android and Wear OS rule sets, ensuring adherence to platform-specific Play Store guidelines

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### Hex: Anxiety Relief Relax Game

11/2021 - 12/2021

Ported the actual Hex: Anxiety Relief Relax Game for google Wear OS

- Redeveloped the level generator logic to accommodate smaller screen sizes
- Redesigned the user interface to meet the visual and functional requirements of smaller dial-based displays
- Ported the controller for optimal functionality with Wear OS dials
- Developed modular system to dynamically switch between Android and Wear OS rule sets, ensuring adherence to platform-specific Play Store guidelines

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### Color Gradient Jigsaw Puzzle

01/2022 - 08/2023

<https://play.google.com/store/apps/details?id=com.puzzlegames.jigsawcolor>

Developed from scratch as a pet project with an ex-colleague who contributed as Game Designer

- Implemented core gameplay mechanics inspired from "I Love Hue" and color theory
- Implemented analytics and collaborated with Game Designer on level conversion funnels
- Implemented new features such daily package and daily prize for retention boost
- The application got 100K+ downloads with over 4.0+ ratings

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## Color Puzzle Game - Hue Match

📅 09/2023 - 08/2024

🔗 <https://play.google.com/store/apps/details?id=com.colors.blocks.puzzle.game>

Supervised the development of newer features of color puzzle forked from color gradient jigsaw

- Directed implementation of new features, including weekly leaderboard, daily package, and daily prize systems
- Collaborated closely with a developer to enhance the gameplay experience and maintain project quality standards
- Ensured compliance with advertising regulations by integrating Google AdMob consent mechanisms
- Oversaw the integration of new content and features while managing deadlines and performance targets